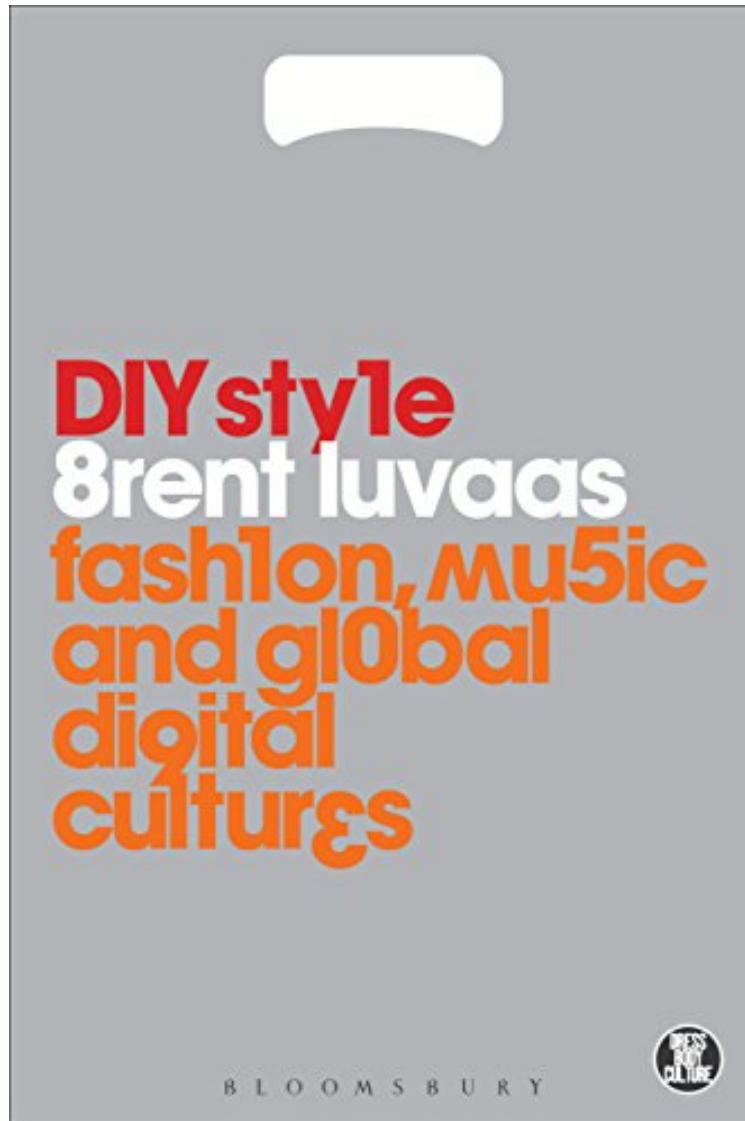


(Free pdf) DIY Style: Fashion, Music and Global Digital Cultures (Dress, Body, Culture)

## DIY Style: Fashion, Music and Global Digital Cultures (Dress, Body, Culture)

*Brent Luvaas*

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**Brent Luvaas : DIY Style: Fashion, Music and Global Digital Cultures (Dress, Body, Culture)** before purchasing it in order to gage whether or not it would be worth my time, and all praised DIY Style: Fashion, Music and Global Digital Cultures (Dress, Body, Culture):

Armed with cheap digital technologies and a fiercely independent spirit, millions of young people from around the

world have taken cultural production into their own hands, crafting their own clothing lines, launching their own record labels, and forging a vast, collaborative network of impassioned amateurs more interested in making than consuming. *DIY Style* tells the story of this international do-it-yourself (DIY) movement through a major case study of one of its biggest, but least known contingents: the "indie" music and fashion scene of the predominantly Muslim Southeast Asian island nation of Indonesia. Through rich ethnographic detail, in-depth historical analysis, and cutting-edge social theory, the book chronicles the rise of DIY culture in Indonesia, and also explores the phenomenon in Europe and the United States, painting an evocative portrait of vibrant communities who are not only making and distributing popular culture on their own terms, but working to tear down the barriers between production and consumption, third and first world, global and local. What emerges from the book is a cautiously optimistic view of the future of global capitalism - a creative, collectivist alternative built from the ground up. This exciting and original study is essential reading for students and scholars of anthropology, fashion, media studies, cultural studies and sociology.

“Brent Luvaas' contribution to the series *Dress, Body, Culture* is particularly successful at combining the subject of style with ethnographic observation and anthropological theory. His book, which would be particularly accessible and interesting to student readers.” — Jack David Eller, *Anthropology Database*  
About the Author Brent Luvaas is Assistant Professor of Anthropology in the Department of Culture and Communication at Drexel University, USA